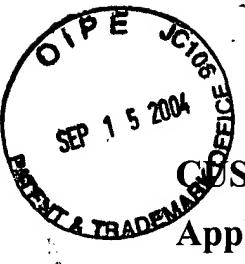


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



CUSTOMER NO. 22927

Applicants: Walker et al.
Application No.: 09/604,898
Filed: June 28, 2000
Title: METHOD AND APPARATUS FOR CONDUCTING
OR FACILITATING A PROMOTION
Attorney Docket No.: 99-112
Group Art Unit: 3622
Examiner: YOUNG, John
(703) 305-3081 /voice
(703) 305-7687 /fax

AMENDMENT and RESPONSE
to the Office Action mailed June 14, 2004 (Paper No. 7)

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Examiner:

In response to the Office Action mailed January 14, 2004 (Paper No. 7),
please consider the following remarks.

This document is filed by Applicants' representative on behalf of the present
Applicants for patent. Accordingly, references in this document to "we," "us,"
"our," and the like will be understood as indicating the present Applicants.